DATAPOINT CORPORATION

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Explore Profit Opportunities As A Datapoint Representative/OEM!!!

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Will your name be inscribed in America's Hall of Fame along with those of Carnegie, Edison, and Bell? Many of the great Americans we remember are those who skillfully capitalized on profit opportunities in various markets from hamburgers to oil.

Now is the opportune time for the computer wizard. Millions of potential users are waiting for you to help implement their application systems. On almost every street corner, from the industrial east to the rural west, there are opportunities. In January of 1981, our representatives in Oklahoma City booked over $1,500,000 of business in dispersed data processing and small computers.

Don't let this opportunity pass. Come and explore the benefits you will derive from representing Datapoint, the leader in the electronic office and dispersed data processing market. If you are a competent software person, an established OEM, or just taking the first steps to capitalize on your vertical-market knowledge, we have the right formula to maximize your profits.

Attend one of our up-coming seminars to explore the opportunities. Both product benefit and Datapoint support will be presented. In addition, agreement terms will be reviewed. The seminars will be held at the following locations:

April 8, 1981	Sheraton Heights Hotel	2 - 4 p.m. and
	Hasbrouck Heights,	6 - 8 p.m.
	New Jersey	
April 13, 1981	Marriot City Line	2 - 4 p.m. and
	Philadelphia,	6 - 8 p.m.
	Pennsylvania	
April 14, 1981	Datapoint Offices	2 - 4 p.m. and
	1600 Wilson Boulevard	6 - 8 p.m.
	Rosslyn, Virginia	

For your reserved seat please send the attached reply card or call Datapoint now. In New Jersey call (201) 368-0070, in Pennsylvania call (215) 667-9477, or in Virginia call (703) 841-7600.

Very truly yours,

DATAPOINT CORPORATION
Tom Casey
Regional Manager

To make the decision that's right for today, you must keep one eye on tomorrow. It won't be enough for your next computer to solve today's problems well. It must also be ready to solve tomorrow's.

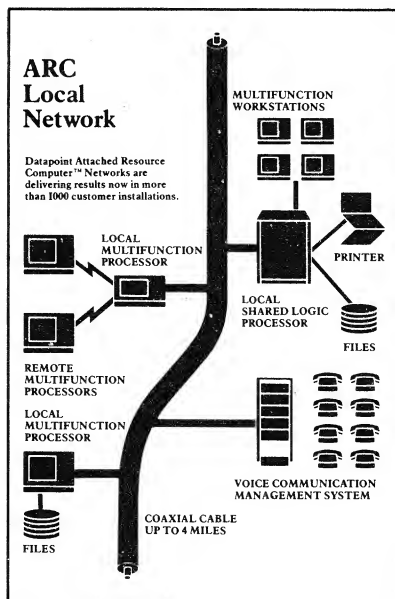### Word Processing, Electronic Mail, Voice Communications. You're going to need them all.

People are multifunctional. But most office machines are not. That's why we developed the first computer that handles *all* the basic business functions — data processing, word processing, electronic message service, and management of voice and data communications.

All functions are truly integrated and available at every workstation. You can enter data ... compute and file ... retrieve and incorporate in text...transmit to other workstations across the hall or across the nation...and receive confirmations automatically. The result —increased productivity and tighter management control.

This is Datapoint's Integrated Electronic Office, a unified approach to office automation with virtually unlimited growth potential.

The cornerstone is a local network that's at work now.

Datapoint introduced local networking over three years ago. Now more business is processed on ARC™ coaxial networks than all other cable systems combined.

ARC networks enable workstations, processors, printers, and files to be linked together so that all resources are available to all users. Shared access brings significant economies while uniting all members of an organization with a high-speed artery for information exchange.

But ARC goes well beyond conventional cable networks. Users may access physically distributed files as a common information base containing both words and data. And this information base may be organized to match a company's structure with comprehensive security controls at all levels.
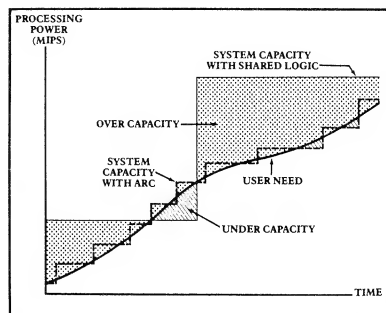
You decide what to start with, what to add next.

Start with a single workstation or a small cluster. Order data processing and word processing to begin. Graduate to communications management and electronic mail as you go along. Or vice versa.

A choice of compatible processors and a broad range of peripherals allow you to match capacity precisely to the job.

Stop replacing hardware. Stop rewriting programs.

Many computers bog down trying to provide more and more functions to more and more users. This one won't.

With conventional computers you can only add processing power in large, expensive steps. With ARC, you can add power in small increments, closely matching capacity to user needs.

With ARC you add processing power, workstations, storage, and peripherals as your needs require *without constant reprogramming.* And no matter how large the system grows, you'll still get responsive performance at each workstation.

Word processing with new search power.

Add word processing to existing workstations whenever you're ready. Because WP and DP are truly integrated, you can retrieve information from DP files and incorporate it into WP documents.

And Datapoint word processing offers you a productivity tool no one else can. It's AIM™, Datapoint's Associative Index Method™. It brings automation to the filing cabinet at last.

With AIM you can search files and documents by their content. You don't need to know the document number or title. Search by subject or a remembered phrase. AIM will find every document or data file in which the key words occur.

Electronic message capability allows completed documents to be transmitted to other Datapoint workstations, cutting paper work and speeding communications. You can even use it to send file updates and new application programs to your geographically dispersed processors.

Cut long distance telephone costs up to 40 percent.

Your telephone expense may be rivaling your data processing costs. We can help there, too.

The Datapoint Long Distance Control System operates with your existing PBX or CENTREX and automatically routes each long distance call over the least-cost line. It can hold specified calls until a low-cost line becomes available. And it prints out information on phone costs and traffic to let you optimize and control your telephone usage.

You get an immediate reduction in telephone charges, plus the ability to interleave voice, message, and data traffic through integration with ARC.

Begin now. We're ready with service and support.

Apply the power of the Integrated Electronic Office to your organization now. Datapoint systems have been proven in more than 30,000 user locations and are backed nationwide by over 800 customer service engineers.

For more information, send for "The Executive Guide to the Integrated Electronic Office." Write: Datapoint Corporation, Corporate Communications T-41BW, 9725 Datapoint Drive, San Antonio, TX 78284. Or call (512)-699-7059.

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